
APPENDIX A: OHIO STATE UNIVERSITY DEMOGRAPHICS

Key Data Points

Ohio State University Statistical Summary 2024-2025

- There are 61,443 students on the Columbus Campus (Main)
- 46,815 undergrad; 14,628 graduate and professional students

Autumn 2024 Enrollment Report

- Campus is experiencing growth in enrollments (2.3% total in 2024); enrollments hit a record a high in 2024

The U.S. News Report on Student Life at Ohio State University

- ~32% of these students live on campus

Additional OSU Data 2021-2022

- ~6% of students are 25 or older
- Average age of full-time undergraduate student is 20
- Average age of all students (full and part time) is 21

OSU Age Demographics

- 32.3% of students fall in the 20-21 range.
 - Assuming half were 21, this is ~16% of students
- Of remaining students, ~41% were over 21
- We can thus estimate that **~57% of students are over 21**

APPENDIX B: COMPETITIVE ANALYSIS

This analysis will review competitors within a 20-minute walking radius to Strauf's Coffee.

Key Findings

- **General**

- There are 9 bars & pubs within our radius, and 3 dual-concept coffee & bar locations; mostly located along N. High Street
- **Midway, Bullwinkles, and The Big Bar & Grill** have lower ratings (under 3.5) and insufficient data, which may reflect inconsistent quality or lower customer engagement
- **Pricing:** Most competitors are listed as \$ or \$\$, suggesting this market is price-sensitive and value-driven as is typically seen for a student-heavy area

- **Noteworthy Competitors**

- **Ethyl & Tank** operates as a dual-concept venue, functioning as a coffee shop during the day and transitioning into a bar at night. It presents a significant competitive threat due to its strong Google rating of 4.2 and a high volume of customer reviews (703), indicating consistent foot traffic and a well-established customer base compared to other nearby competitors.
- **Kafe Kerouac** blends a coffee shop atmosphere with a bar and performance venue in the evenings, offering coffee, beer, wine, and live entertainment such as open mic nights and poetry readings. With a Google rating of 4.6 (1000+ reviews), it maintains a strong reputation and attracts a loyal, culturally engaged customer base. Its flexible space and hybrid offerings make it another notable competitor in appealing to both daytime coffee drinkers and evening social crowds near campus.
- **Global Gallery Coffee Shop** is a nonprofit café that combines ethically sourced coffee with a focus on community and global artisan goods. While it does not currently serve alcohol, its mission-driven brand and loyal following position it as a unique competitor in the local market. With a Google rating of 4.7 (526 reviews), it appeals strongly to socially conscious consumers, presenting an indirect but meaningful challenge for businesses targeting Gen Z values and daytime foot traffic. [NielsenIQ](#) data supports this, highlighting a strong Gen Z preference for socially conscious brands.
- **Ethyl & Tank** and **Kafe Kerouac** operate into late-night hours, offering direct competition for evening foot traffic

APPENDIX C: SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Established presence and customer base on campus during daytime hours• High foot traffic location on campus (assumption or we generate data for the automatic tracking method)• Trusted brand and positive reputation among students• Existing infrastructure	<ul style="list-style-type: none">• No existing experience with alcohol service or late-night operations• Potential licensing and legal hurdles for alcohol sales• Need for staff training, hiring, and operational changes• Possible shift in brand perception (from a morning café to a bar)• Risk of lower profitability if evening traffic is inconsistent
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Tap into a large student population seeking casual, social evening venues• Host themed events or live music to differentiate from other bars and encourage longer time spent at the location• Partnerships with local breweries or drink brands to increase appeal• Increased revenue from extended hours and higher-margin alcohol sales• Free bus system w/ student ID, hours expanding to 1am	<ul style="list-style-type: none">• Saturated market around campus; high competition within walking distance• Changes in university policy or alcohol regulations• Liability risks and insurance costs tied to alcohol service• Consumer safety concerns and need for strict ID enforcement• Economic downturn or student spending habits could impact profitability• Alcohol consumption trending down for young adults (see Appendix D: Gallup)

APPENDIX D: INDUSTRY TRENDS

NielsenIQ

- National Trends (May 2025)
 - 63% of Americans state going out to eat/drink is important to them
 - Value perception is important as consumers' worry grows around increased pricing. 45% of consumers want to see more promos/deals in bars this year.
 - A healthy lifestyle is at mind for consumers, with 47% saying alcohol content is a factor in drink choices, and 15% recently consuming non-alcoholic options.
- Gen Z Consumer Trends (2024)
 - Nielsen predicts that the alcohol and health categories will experience the most significant demand growth among Gen Z consumers between now and 2034.

Attest

- Gen Z Alcohol Trends - Survey (April 2025)
 - 21.5% do not consume alcohol, 39% only drinking occasionally
 - 46% of those who don't consume alcohol do so for concerns over health
 - 34.4% who do drink believe it's unhealthy and try to limit consumption
 - 65% most often drink at home, 27.3% at a friend's home, 22% at a bar or club
 - 62.3% find taste a main factor in choosing alcohol, 32% say price is a key factor
 - 54.4% often/sometimes choose non-alcoholic options

Gallup

- Poll on Health Effects of Alcohol (August 2024)
 - Alcohol consumption is declining among our target demographic
 - Over the past two decades, self-reported alcohol use among young adults has dropped by 10 percentage points, now at 62%. Additionally, only 38% identify as regular drinkers, a decline of 11 percentage points during the same period.
 - This trend aligns with a growing perception of alcohol as unhealthy
 - 65% of young adults now view alcohol consumption negatively, a 27 percentage point increase over the past decade. These shifting attitudes may significantly influence demand within this age group and should be carefully considered.

APPENDIX E: SIMULATED EVENING FOOT TRAFFIC - STRAUF'S COFFEE

Using automated methods to track pedestrian activity, we tracked the total number of people walking by Strauf's Coffee in the evening hours. We monitored from 4pm-12am every day of the week for two weeks straight.

Complete data can be found here:

<https://docs.google.com/spreadsheets/d/1GdFgmXKQfrOft58FX325UAnZVkZTMYPJr3ioBOFZa8s/edit?usp=sharing>

Summary Tables

Hour	AVG Pedestrians
16:00	22.21428571
17:00	23.71428571
18:00	45.35714286
19:00	45
20:00	46.42857143
21:00	31.64285714
22:00	29.42857143
23:00	29.92857143

	Week 1 Total Pedestrians	Week 2 Total Pedestrians
Sunday	248	215
Monday	235	232
Tuesday	227	216
Wednesday	223	223
Thursday	240	239
Friday	380	385
Saturday	398	371

Key Observations

- 4 and 5pm make up the slowest time blocks with around 23 people per hour
- The busiest time window is 6-9pm, averaging around 45 people per hour, suggesting this may be an ideal time to begin alcohol/evening service and/or offer promos & events
- Foot traffic remains moderately high on average and consistent from 9-12pm, with around 30 people per hour

APPENDIX F: QUANTITATIVE RESULTS OF STRAUF'S YELP REVIEWS

General Review



- **Total Reviews Analyzed:** 200

We processed 200 individual customer reviews for Stauf's Coffee Roasters, primarily from its German Village location in Columbus, Ohio.

- **Drink Mentions Prevalence:**

- 90 reviews included at least one mention of a specific drink.
- This accounts for 45.0% of all reviews.
- This indicates that nearly half of all reviewers choose to comment directly on the beverages they ordered, highlighting the centrality of drinks to the overall customer experience.

Drink Type Mentions and Proportions

- From the 90 drink-related reviews, we identified and quantified 17 specific beverage types (including Latte, Chai, espresso, etc.). One mention of wine (the only kind of alcohol offered): “I used to come here all the time when it was Cup O Joe slash Mojoe Lounge. I will say that I miss the Mojoe food and having a refreshing glass of wine in the beautiful garden...”

Strength in Social and Extended Use Patterns

- Many reviews describe Stauf's as a space for:
 - Studying and remote work
 - Bookstore visits (next to The Book Loft)
 - Small group conversations and dates
- These use cases are compatible with low-key alcohol offerings like wine, craft beer, or coffee cocktails during evening hours.
- There is also repeated mention of customers returning multiple times a week, often in the afternoon and evening, suggesting potential to extend business hours and capture late-day traffic.

Atmosphere Expectations and Brand Fit

- Stauf's is praised for:
 - Its "cozy," "quiet," and "relaxing" ambiance
 - A diverse crowd (students, artists, friends, remote workers)
- Alcohol could clash with the expectations of a peaceful, productive environment, unless it is framed carefully (e.g., evening wine service, literary-themed cocktails, or quiet jazz nights).
- There is risk of alienating core clientele if alcohol shifts the vibe toward a louder or more nightlife-oriented space.

Results and Recommendation from the Quantitative Data

Based on the analysis of 200 customer reviews for Stauf's Coffee Roasters:

- 45% of reviews mention drinks, primarily focusing on espresso-based and seasonal non-alcoholic beverages (e.g., lattes, chai, cold brew).
- No reviews express direct interest in alcoholic beverages as part of the current offering.
- One historical mention of wine recalls the café's earlier identity as *Mojoe Lounge*, suggesting a legacy of light alcohol service once existed.
- Reviewers consistently highlight atmosphere, service, and drink variety, with strong emphasis on quiet, cozy, and intellectually engaging environments—indicating potential conflict with a traditional bar model.

Stauf's should not immediately convert into a full bar, but could explore a targeted, brand-consistent expansion into alcohol service as follows:

Pilot a Limited, Evening Wine/Craft Menu

- Introduce a rotating wine or craft beer selection after 5 or 6 PM.
- Frame it as a nod to the café's past (Mojoe Lounge) and a complement to the bookstore/literary ambiance.
- Use terms like "*Evening Brews*" or "*Literary Libations*" to align with Stauf's intellectual, bookish clientele.

Preserve the Core Identity

- Maintain the study- and work-friendly environment by:
 - Limiting alcohol hours to late evenings
 - Avoiding loud music or nightlife-style lighting
- Ensure alcohol complements, rather than replaces, coffee-first culture.

Test the Waters

- Start with a 2–3 month pilot in one location with:
 - A/B testing of foot traffic and sales
 - Post-purchase customer feedback
 - Careful tracking of noise levels and customer demographics

Factor	Data Insight	Implication
Organic Alcohol Demand	0% of reviews	No natural demand; must be created
Evening Usage Patterns	Frequent returns + mention of relaxing late visits	Opportunity to extend into night hours
Atmosphere Preferences	Quiet, study-focused, chill socializing	Must preserve existing brand feel
Nostalgic Alcohol Mentions	1 (Mojoe Lounge)	Weak precedent for alcohol interest
Drink Innovation	High praise for seasonal/specialty drinks	Alcohol could be marketed as another form of specialty

APPENDIX G: FOCUS GROUP DESIGN AND RESULTS

Logistics

- **Number of Focus Groups:** 3 mixed focus groups
- **Participants per Group:** 10 individuals
- **Participant Composition:** Students (undergraduate and graduate), faculty, staff, and local Columbus residents
- **Recruitment Strategy:** Posters and flyers at Stauf's and OSU campus, email invitations via university directories, and social media outreach through Facebook and Instagram
- **Duration:** Each session lasted 60–90 minutes
- **Incentives:** \$10 Stauf's Coffee gift card provided per participant

Focus Group Topics

1. Perceptions of Alcohol Sales

- Is alcohol in a coffee shop setting desirable?
- Which types (wine, beer, spiked coffee, cocktails) would be most appropriate?

2. Ambiance & Service Expectations

- What type of environment would participants prefer for evening hours (quiet, social, creative)?
- Would they expect table service, counter-only, or hybrid formats?

3. Theme Nights & Events

- Are trivia, music, open mic, or book-themed nights appealing?
- How often should events take place?

4. Food Pairing Preferences

- What kind of food offerings would participants like alongside alcoholic beverages?
- Considerations for dietary restrictions or light meals.

5. Perks & Incentives

- Would discounts, loyalty cards, or reservation options motivate attendance?

Synthetic Focus Group Results

Focus Group 1: Students, Faculty, Local Residents

Participants:

- 3 undergraduate students (18–24)
- 2 graduate students (25–34)

- 2 faculty members (35–44)
- 3 Columbus residents (40–60)

Key Insights:

- **Alcohol Sales:** 8 participants supported the idea; 2 faculty voiced concerns about maintaining a quiet and academic tone.
- **Ambiance:** Preferred a split between social and quiet spaces; soft lighting, no loud bar music.
- **Theme Nights:** Popular choices were *book trivia*, *live jazz*, and *poetry nights*.
- **Food:** Suggested light shareables: charcuterie boards, hummus, baked goods.
- **Perks:** Enthusiasm for loyalty cards and small discounts for students and faculty.

Focus Group 2: Undergraduates, Staff, Residents

Participants:

- 4 undergraduate students (18–24)
- 3 university staff members (30–45)
- 3 residents (45–65)

Key Insights:

- **Alcohol Sales:** 9 participants were supportive, describing it as a "chill bar alternative" or "literary lounge."

- **Ambiance:** Called for cozy aesthetics with ambient playlists or acoustic sets; no TVs or sports screens.
- **Theme Nights:** Supportive of *open mic*, *collaborative writing nights*, and *Friday trivia*.
- **Food:** Interest in baked items, veggie platters, and seasonal sweets.
- **Perks:** Requested event-based punch cards and student bundles (e.g., drink + snack).

Focus Group 3: Graduate Students, Faculty, Professionals

Participants:

- 3 graduate students (25–34)
- 3 faculty (35–50)
- 4 Columbus professionals/residents (40–60)

Key Insights:

- **Alcohol Sales:** 7 supported; 3 (faculty and residents) remained neutral, preferring tea or non-alcoholic options.
- **Ambiance:** Emphasized a “professional calm” tone—ideal for conversation, not chaos.
- **Theme Nights:** Interested in *networking mixers*, *silent book clubs*, and *author Q&As*.
- **Food:** Preferred healthier options: salads, flatbreads, and small cheese/fruit plates.

- **Perks:** Strong support for digital ordering ahead of events or "quiet reservation" options.

APPENDIX H: SIMULATED SURVEY RESULTS

Survey Title: Community Preferences on Alcohol Offerings at Stauf's Coffee Roasters

Survey Method: Online anonymous questionnaire distributed via email lists, Instagram stories, and printed QR codes at Stauf's locations.

Total Respondents: 120

Date of Distribution: April 15–22, 2025

Demography

Group	Count	Percentage
Undergraduate students (21+)	42	35.0%
Graduate/professional students	22	18.3%
OSU faculty and staff	20	16.7%
Local Columbus residents	26	21.7%
Young professionals (non-OSU affiliated, age 25–35)	10	8.3%

1. Would you support Stauf's offering alcohol (e.g., wine, craft beer, coffee cocktails) after 5pm?

Response	Count	Percentage
Yes	89	74.2%
No	12	10.0%
Not sure	19	15.8%

2. What type of evening ambiance would you prefer if alcohol were served?

(Select all that apply)

Option	Count	% of respondents
Cozy and quiet (e.g. dim lights, soft music)	72	60.0%
Social and lively	35	29.2%
Same as daytime ambiance	18	15.0%
Other	5	4.2%

3. Would you be more likely to visit Stauf's in the evening if it offered:

(Multiple choice allowed)

Option	Count	% of respondents
Alcoholic drinks	74	61.7%
Trivia or themed events	62	51.7%
Live music or acoustic sets	49	40.8%
Loyalty rewards for evening visits	66	55.0%
Food pairings / late-night snacks	71	59.2%

4. What food pairings would interest you most alongside drinks?

Option	Count	% of respondents
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Charcuterie/snack boards	78	65.0%
Warm pastries/desserts	63	52.5%
Light meals (e.g., flatbreads)	55	45.8%
Vegan/gluten-free options	32	26.7%

5. What would make you more likely to support alcohol service at Stauf's?

Theme (open-ended coded responses)	Frequency
Maintaining current ambiance (no loud music)	44
Zoning (quiet + social seating)	33
Staff training/responsible service	25
Locally sourced or seasonal drink options	21

Summary Insights

- **74% of respondents** support alcohol service, especially wine, craft beer, and seasonal cocktails after 5pm.
- Most want **cozy, quiet evenings** with dim lights and jazz/acoustic music.
- Interest in **light snacks, theme nights**, and **loyalty perks** is strong.
- Respondents emphasized the importance of **preserving the café's relaxed vibe** and **clear service boundaries** between day and evening use.